H. Rocky

The Commonwealth of Massachusetts

Executive Office of Health and Human Services
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October 7, 2002

Richard Solana, Ph.D.
Vice President
Worldwide Scientific Affairs
Philip Morris
P. O. Box 26603
Richmond, Virginia 26603

Dear Dr. Solana:

As part of the Department's work on modified tobacco products, we commissioned research with ABT Associates on consumer perceptions of advertisements for regular, light and modified cigarettes. We are sharing the results of the study with members of our Scientific Advisory Board and those who attended the June 28 meeting in Boston on Modified Cigarettes.

Sincerely,

Gregory N. Connolly, D.M.D., M.P.H.

PM3001396107

Source: https://www.industrydocuments.ucsf.edu/docs/lhpj0001